

## CLAIMS

1. Composition of foundation type comprising, in a physiologically acceptable medium, at least one coloring agent, said composition being capable of having a homogenization power  $1/\Delta E_1$  and a covering power  $1/\Delta E_2$  below, when it is applied, according to the value of its lightness  $L^*$ , to one of the following contrast cards:

- when the composition has a lightness  $L^*$  of between 30 and 40, when it is applied to a contrast card with five zones each respectively having as colorimetric coordinates, to within 15% for  $L^*$  and  $h$ , and to within 25% for  $C^*$ ,

- first zone (B11+) :  $L^* = 36.7$      $C^* = 19.81$      $h = 47.34^\circ$ ,
- second zone (B11) :  $L^* = 38.43$      $C^* = 21.76$      $h = 46.51^\circ$ ,
- third zone (B12) :  $L^* = 35.66$      $C^* = 19.78$      $h = 46.32^\circ$ ,
- fourth zone (B12+) :  $L^* = 32.98$      $C^* = 17.29$      $h = 44.64^\circ$ ,
- fifth zone (XXX) :  $L^* = 29.63$      $C^* = 15.06$      $h = 40.34^\circ$ ,

the composition is capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between about 1.1 and about 6.7, better still between about 1.25 and about 5, and a covering power  $1/\Delta E_2$  of between about 0.25 and about 0.85;

- when the composition has a lightness of between 40 and 50, when it is applied to a contrast card with five zones each respectively having as colorimetric coordinates, to within 15% for  $L^*$  and  $h$ , and to within 25% for  $C^*$ ,

- first zone (C9) :  $L^* = 45.04$      $C^* = 25.18$      $h = 53.27^\circ$ ,
- second zone (B12) :  $L^* = 35.66$      $C^* = 19.78$      $h = 46.32^\circ$ ,
- third zone (C11) :  $L^* = 38.73$      $C^* = 21.94$      $h = 50.18^\circ$ ,
- fourth zone (C10) :  $L^* = 42.19$      $C^* = 24.18$      $h = 51.94^\circ$ ,
- fifth zone (C8) :  $L^* = 48.06$      $C^* = 25.97$      $h = 53.09^\circ$ ,

the composition is capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between about 1.1 and about 1.54 and better still between about 1.1 and about 1.43, and a covering power  $1/\Delta E_2$  of between about 1/9 and 1/5 and better still between about 1/8 and about 0.15,

- when the composition has a lightness of between 50 and 60, when it is applied to a contrast card with five zones each respectively having as colorimetric coordinates, to within 15% for  $L^*$  and  $h$ , and to within 25% for  $C^*$ ,

- first zone (D6) :  $L^* = 54.08$      $C^* = 26.70$      $h = 57.35^\circ$ ,

- second zone (C11) :  $L^* = 38.73$   $C^* = 21.94$   $h = 50.18^\circ$ ,
- third zone (D8) :  $L^* = 47.94$   $C^* = 26.18$   $h = 56.82^\circ$ ,
- fourth zone (D7) :  $L^* = 51.79$   $C^* = 27.21$   $h = 57.09^\circ$ ,
- fifth zone (D5) :  $L^* = 57.61$   $C^* = 26.22$   $h = 55.09^\circ$ ,

the composition is capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between about 0.8 and about 1.25 and a covering power  $1/\Delta E_2$  of between about 1/7 and 1/3.

2. Composition of foundation type comprising, in a cosmetically acceptable medium, at least one coloring agent, said composition being capable of having, when it is applied to a contrast card with five zones each respectively having as colorimetric coordinates, to within 5%:

- first zone (Z1) :  $L^* = 48.38$   $a^* = 7.99$   $b^* = 3.85$
- second zone (Z2) :  $L^* = 46.67$   $a^* = 6.78$   $b^* = 3.25$
- third zone (Z3) :  $L^* = 44.5$   $a^* = 6.76$   $b^* = 3.1$
- fourth zone (Z4) :  $L^* = 42.72$   $a^* = 4.12$   $b^* = 2.57$
- fifth zone (Z5) :  $L^* = 44.41$   $a^* = 6.57$   $b^* = 3.93$

and a sixth zone (Z6) having as colorimetric coordinates

$$L^* = 52.26 \quad a^* = 9.11 \quad b^* = 5.81,$$

a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/4 and 1 and better still between 1/3 and 1/2, and a covering power  $1/\Delta E_2$  of between 1/25 and 1/7 and better still between 1/21 and 1/10.

3. Composition according to Claim 2, said composition being capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/1.6 and 1/2 and a covering power  $1/\Delta E_2$  of between 1/12 and 1/15.

4. Composition according to Claim 2, said composition being capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/1.8 and 1/2.2 and a covering power  $1/\Delta E_2$  of between 1/13 and 1/17.

5. Composition according to Claim 2, said composition being capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/1.6 and 1/2.1 and a covering power  $1/\Delta E_2$  of between 1/12 and 1/16.

6. Composition according to Claim 2, said composition being capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/2.6 and 1/3 and a covering power  $1/\Delta E_2$  of between 1/16 and 1/21.

7. Composition according to Claim 2, said composition being capable of having a homogenization power  $1/\Delta E_{1 \text{ mean}}$  of between 1/1.7 and 1/2.2 and a covering power  $1/\Delta E_2$  of between 1/9 and 1/13.

8. Composition according to claim 1, said composition being liquid at room temperature.

9. Composition according to claim 2, said composition being liquid at room temperature.

10. Method for making up a dark skin, comprising the application to the skin of a composition as defined in claim 1.

11. Method for making up a dark skin, comprising the application to the skin of a composition as defined in claim 2.

12. Method for lightening a dark skin, comprising the application to the skin of a composition as defined in claim 1.

13. Method for lightening a dark skin, comprising the application to the skin of a composition as defined in claim 2.

14. Composition according to claim 1, wherein the values of  $L^*$  and  $h$  are given with a tolerance chosen from the group consisting of: within 12.5%, within 7.5%, within 5%.

15. Composition according to claim 1, wherein the values of  $C^*$  are given with a tolerance chosen from the group consisting of: within 20%, within 15%, within 10%, within 5%.

16. Contrast card comprising at least two colored zones corresponding, respectively, to the mean color of at least two regions of the face of a panel of individuals.

17. Card according to claim 16, said card comprising another colored zone corresponding to the mean color of a region of the body located other than on the face.

18. Card according to claim 16, wherein the colored zones are made so as to have substantially the same color under two different illuminants.

19. Card according to claim 16, said card comprising at least three colored zones corresponding, respectively, to the mean color of the forehead, of a bag under the eyes and of the region between the top lip and the nose of the individuals of the panel.

20. Card according to claim 19, said card also comprising two colored zones corresponding to the color of skin marks of the individuals of the panel.

21. Card according to claim 16, said card also comprising a white zone.

22. Card according to claim 15, said card also comprising a black zone.

23. Method for determining at least one colorimetric characteristic of a composition, comprising the following steps:

- coating a contrast card as defined in claim 15, with a coat of a composition,
- measuring the color of the said zones of the card via the support and the composition,
- determining at least one colorimetric characteristic of the composition ( $1/\Delta E_1$  ;  $1/\Delta E_2$ ) as a function of color differences measured between the said zones.

24. Method according to claim 23, wherein the composition is applied onto a transparent support deposited onto the card.

25. Method for manufacturing a contrast card for evaluating at least one colorimetric characteristic of a composition, comprising the following steps:

- selecting a panel of individuals having the same typology of skin:
  - for each individual of the panel,
    - measuring the color of at least one region of the body located other than on the face,
    - measuring the color of at least one region of the face,
  - or
  - measuring the color of at least two regions of the face,
- calculating a mean color for each region,
- reproducing, by printing, the mean colors thus calculated on a contrast card.

26. Method according to claim 25, wherein for at least one individual of the panel, the color of at least three different regions of the face is measured.

27. Method for manufacturing a composition to be applied to a skin of a given typology, comprising the following steps:

- selecting at least one coloring agent for the composition, using a contrast card as defined in claim 16,
- manufacturing the composition with this coloring agent.

28. Method for marketing the composition as defined in claim 1, wherein, during the marketing of this composition, the color of at least one skin, for which the composition is preferably intended, is taken into account.

29. Method according to claim 28, comprising the presentation of the color of at least one skin for which the composition is intended.

30. Method according to claim 29, wherein the presentation of the color is made by using a color indicator given on a container or a packaging containing the composition.

31. Method according to claim 28, wherein reference is made on a packaging or a container containing the composition to an ethnic group in which the skin color for which the composition is intended is frequently found.

32. Method for making up a dark skin, in which a colorimetric characteristic of the skin is measured and in which a composition suitable for lightening this skin is selected from the measured colorimetric characteristic.

33. Method according to claim 32, in which the lightening and/or the saturation of the skin are measured.